

2014 SECC Pre-Season Ambassador Training



New Ambassador Session



Welcome Address

Shannon Miller

Associate Director

Arizona Spinal Cord Injury
Association

SECC Introduction & VSUW Partnership

Khala Stanfield

SECC, Executive Director

Dominic Bartola

**VSUW, Development Officer of New
Partnerships**



Agenda

- Charity Speaker
- Ice Breaker
- Online/Offline Donation Training
- Cash Handling & Special Events Procedure Overview
- Resources Introduction
- Speed Dating
- Incentive Program & Fund Request Forms



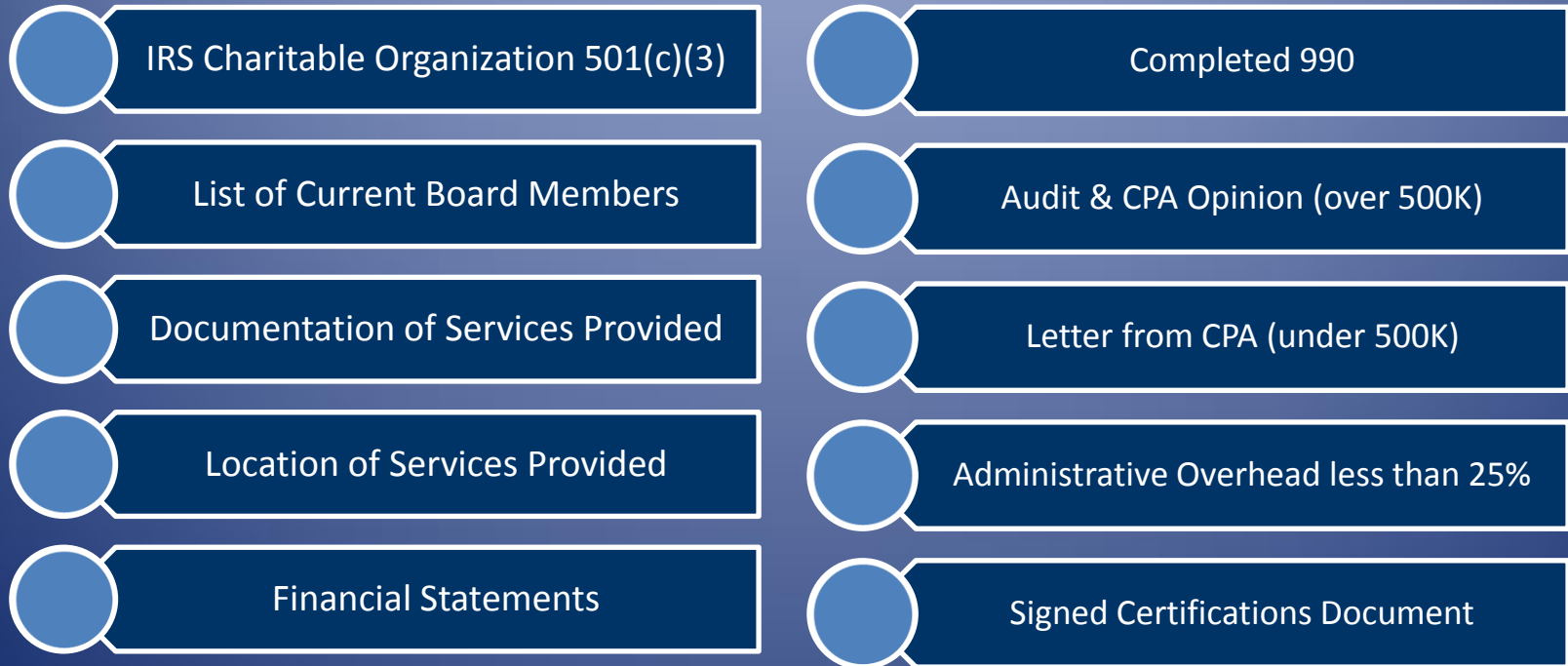
Mission of the SECC

- The fund raising program (workforce campaign) established by the Governor and pursuant to Executive Order No. 2005-20.
- Non-profit, tax exempt, charitable organizations supported through voluntary contributions from the general public, who are primarily providing direct health and human services, environmental services and/or historical preservation services.
- Fiscal Agent: Valley of the Sun United Way

“State of Arizona employees engaging in civic responsibility through a system of designated charitable giving”

Overview of Charity Application Process

Criteria for Independent Charities and Federations



The charities must apply annually

SECC History

Campaign funds are raised by the State of Arizona employees in support of over 400 charities. In the past 21 years, State Employees have raised over \$24.6 million to support charities across the State, nation and world.

2013 Campaign Accomplishments

**Over 2,400 state employees
donated over \$621,000 to
help SECC organizations.**

**Employees participated in
more than 80 special events.**

SECC Admin Costs

- SECC operates with 10% admin/overhead costs and 90% directly donated to SECC charities
- If the SECC operations
- do not use the 10% allocation; the remaining is donated directly to SECC charities
- Each charity is carefully vetted to ensure it meets the 25% admin/overhead costs maximum
- Selected charities have been granted admin/overhead costs waivers for the 2015 campaign only

<http://youtu.be/TfP8hlztFzk>

Agency: Arizona Department of Agriculture

SECC Agency Coordinator: Doug Marsh

Actor: Wendi Gutierrez and Carlos Coy

Writer / Director / Video Editor: Vince Craig

Campaign Ambassador's Purpose

Make a hands on difference in your community

Encourage others to foster community
responsibility

Strengthen relationships with your co-workers

Demonstrate your leadership skills

Sharpen your project management skills

MAKING CHOICES

Online Give System Preview

<https://archivesecc.az.gov/Donate/Default.aspx>

Arizona State Employee Charitable Campaign



SECC Login



EIN (9 digits):

Y.E.S Password:

Arizona State Employee Charitable Campaign



Welcome to the SECC Click and Give Site!

The Click N Give System allows you to electronically select the charities to whom you'd like to donate. You can choose to donate on the Click N Give System via Credit or Debit Card, or through payroll deductions.

Thank you for supporting the 2014 SECC Campaign!

- Click [here](#) to make your donation today!
- Click [here](#) to view your previous donations.

Nonprofit Organizations

Search

Search Nonprofit Organizations

By Text:

By Service Provided:

By ST-Code:

By Location:

<< First < Previous 1 2 3 4 5 6 7 8 9 10 > Next > Last >>

☐ Arizona Housing, Inc.

ST-Code:
Services Provided: Community Development, Homelessness - Shelter, Human Services
Location: County
Website: [www.casaz.org] **Phone:** 602-256-6945
 Assists individuals and families in attaining self-sufficiency through the provision of dignified housing services.
Percentage: 4.5%

☐ 100 Club of Arizona

ST-Code:
Services Provided: Financial Education, Human Services
Location: County, State
Website: [www.100club.org] **Phone:** 602-485-0100
 The 100 Club of Arizona provides financial assistance to officers and firefighters seriously injured or killed in the line of duty, and provide resources to enhance their safety and welfare. **Percentage:** 19%

☐ A New Leaf

ST-Code:
Services Provided: Children, Clothing, Diversity, Domestic Violence, Education, Emergency Response, Employment Readiness, Financial Education, Food, Homelessness - Shelter, Human Services, Literacy, Mental Health, Youth (teens)
Location: County
Website: [www.turnanewleaf.org] **Phone:** 480-969-4024
 Behavioral health agency dedicated to providing a continuum of services to the community in order to help individuals lead healthy and productive lives. **Percentage:** 14.60%

Contributions for KHALA STANFIELD
(Not KHALA STANFIELD? [Click here](#))

Enter contribution amounts:

☐ Annual ☒ Pay Period

Undesignated ([More info](#)) \$

Total \$0.00

Tip: Check off each nonprofit you wish to donate to using the lists on the left.

When you have found all of your nonprofits enter your designations in the form above and click continue.

secc.az.gov/Donate/designations.aspx?view=search
[SECC - Search Nonprofit Or...](#)

Tools Help

Arizona State Employee Charitable Campaign



Nonprofit Organizations

Search

Search Nonprofit Organizations

By Text:

By Service Provided:

By ST-Code:

By Location:

<< First < Previous 1 Next > Last >>

☐ Arizona Spinal Cord Injury Association

ST-Code:
Services Provided: Health, Human Services
Location: County, State
Website: [www.azspinal.org] **Phone:** 602-507-4209
 As a partner of the Reeve Foundation we strive to provide quality of life programs and education for individuals and families dealing with paralysis. **Percentage:** 10.1%

☐ Christopher & Dana Reeve Foundation

ST-Code:
Services Provided: Education, Habilitation - Disabled, Health, Human Services, Legal Services
Location: County, National
Website: [www.ChristopherReeve.org] **Phone:** (800) 225-0292
 The Reeve Foundation is dedicated to curing spinal cord injury by funding innovative research, and improving the quality of life for people living with paralysis. **Percentage:** 21.6%

<< First < Previous 1 Next > Last >>

Contributions for KHALA STANFIELD
(Not KHALA STANFIELD? [Click here](#))

Enter contribution amounts:

☐ Annual ☒ Pay Period

Undesignated ([More info](#)) \$

Total \$0.00

Tip: Check off each nonprofit you wish to donate to using the lists on the left.

When you have found all of your nonprofits enter your designations in the form above and click continue.

Arizona State Employee Charitable Campaign



HOME INSTRUCTIONS LOGOUT

Nonprofit Organizations

Search

Search Nonprofit Organizations

By Text:

By Service Provided:

By ST-Code:

By Location:

County of Interest:

<< First < Previous 1 Next > Last >>

☒ Alice's Place, an Empowerment Center



ST-Code:

Services Provided: Clothing, Domestic Violence, Emergency Response, Employment Readiness, Financial Education, Food, Homelessness - Shelter, Human Services, Youth (teens)

Location: County

Website: [alicesplaceshelter.org] **Phone:** 928-289-3003
Alice's Place provides 24 hour crisis services to victims of domestic violence through shelter, basic needs, advocacy, and education. We promote teen dating violence awareness. **Percentage:** 14%

☐ American Heart Association



ST-Code:

Services Provided: Health

Location: County

Website: [www.heart.org] **Phone:** 213-291-7000
World's largest non-governmental supporter of cardiovascular research and education. Heart disease and stroke account for more deaths than nearly all other causes combined **Percentage:** 18.6%

☐ American Red Cross Grand Canyon Chapter

Contributions for KHALA STANFIELD (Not KHALA STANFIELD? [Click here](#))

Enter contribution amounts:

☐ Annual ☒ Pay Period

Alice's Place, an Empowerment Center

\$

Undesignated ([More info](#))

\$

Total \$ 0.00

Tip: Check off each nonprofit you wish to donate to using the lists on the left.

When you have found all of your nonprofits enter your designations in the form above and click continue.

Arizona State Employee Charitable Campaign



HOME INSTRUCTIONS LOGOUT

Contributions for KHALA STANFIELD

Residence Zip Code:

Email Address:

Please check the box if you are interested in being contacted to learn more about volunteer opportunities at your selected charity/charities.

ST Code	Organization Name	Annual (26 pay periods) Amount	Volunteer Info
	Alice's Place, an Empowerment Center	\$130.00	<input type="checkbox"/>

TOTAL: \$130.00

The information above accurately represents the organization(s) and annual donation amount(s) I wish to contribute.

☒ I Agree ☐ I Disagree

(You must Agree to Continue)







State Employees Charitable Campaign

Order Number 947

Total: \$52.00 USD

Pay with Credit Card or Log In

PayPal  Secure Payments

Country:	<input type="text" value="United States"/>
First Name:	<input type="text" value="KHALA"/>
Last Name:	<input type="text"/>
Credit Card Number:	<input type="text"/>
Payment Type	<div></div>
Expiration Date:	<input type="text" value="mm"/> / <input type="text" value="yy"/> CSC: <input type="text"/> What's this?
Billing Address Line 1:	<input type="text"/>
Billing Address Line 2: (optional)	<input type="text"/>
City:	<input type="text" value="Peoria"/>
State:	<input type="text" value="AZ"/>
ZIP code:	<input type="text"/>
Home Telephone:	<input type="text" value="555-555-1234"/>
Email:	<input type="text" value="KHALA.WALKER@AZDOA.GOV"/>

[Review Donation and Continue](#)

ALREADY HAVE A
PAYPAL ACCOUNT?

Email:	<input type="text"/>
Password:	<input type="password"/>

[Log In](#)

[Forgot your email address or password?](#)

Return to [State Employees Charitable Campaign](#).

PayPal protects your privacy and security.
For more information, read our [User Agreement](#) and [Privacy Policy](#).

[Tools](#) [Help](#)

Arizona State Employee Charitable Campaign

[HOME](#) [INSTRUCTIONS](#) [LOGOUT](#)

Contributions for \$52.00

At SECC, We know there are many ways to help. If you do any volunteer work for non-profits, please let us know.

I volunteer hours per month.

Contribution total:

[Pay Using Credit / Debit Card](#)

Khala.Stanfield@azdoa.gov

SECC Home

Arizona State Employee Charitable Campaign

[HOME](#) [INSTRUCTIONS](#) [LOGOUT](#)

Contribution Confirmation Receipt - SECC Campaign Year 2014

If you chose payroll deduction method, the first deduction will occur on January 9, 2015.

KHALA STANFIELD, thank you for your contribution!

Contribution Summary

Date: 9/16/2014

ST Code	Organization Name	Annual Amount	Volunteer Info
12583	Alice's Place, an Empowerment Center	\$52.00	No
Total:		\$52.00	

Method of payment is **Credit / Debit Card**

The transaction will be shown as "Arizona State Employees Charitable Campaign" on your statement.

No goods and/or services were provided in connection with this contribution.

[Print](#)[SECC Home](#)

Khala.Stanfield@azdoa.gov

SECC Home

Version: 2.0.0

Paper Pledge Form & Special Events Form

Pledge Cards Documenting Cash/Check Receipts

Pledge Cards Documenting Cash/Check Receipts

- When one-time cash/check donations are received, a pledge card(s) must be completed by the employee(s) indicating the total amount of the donation and charity selection
- The total of all pledge card(s) should equal the total deposited amount
- The deposit receipt from the bank and actual pledge card(s) shall be transmitted with the SECC cash/check envelope cover sheet provided to agencies to the SECC office.
- A copy of the pledge card(s) or deposits can be maintained by the agency if desired

Special Instructions & Reminders

- Make sure pledge cards are legible, make sure it is signed
- If the credit card is selected, ensure the authorization signature has been completed
- Campaign charity list can be accessed online and keyword searches can be performed in database
- Remind employees that we cannot permit charity write-ins
- Best option for giving – ONLINE through Click and Give System
- Ask everyone to give and thank everyone even if they don't give

State Employees Charitable Campaign Pledge Card

Name	Employee Identification Number	Home Zip Code
State Agency	Email	

PAYROLL DEDUCTION CONTRIBUTION:

I choose payroll deduction (26 pay periods) of the following amount per pay period.

- ☐ \$ 25.00
 ☐ \$ 20.00
 ☐ \$ 15.00
 ☐ \$ _____ - other payroll deduction amount
 ☐ \$38.47 – Leadership Giver
☐ \$10.00
 ☐ \$5.00
 ☐ \$2.00
 ☐ \$ _____ - Super Giver (equals one hour of pay per pay period)

CASH or CHECK CONTRIBUTION:

I choose to make my onetime gift by: ☐ Check \$ _____ (amount) Check # _____
☐ Cash \$ _____ (amount)

*Any gift under \$1 per pay period must be given as a onetime cash or check donation

CREDIT CARD CONTRIBUTION:

I choose to make my onetime gift by: ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex (\$25 minimum transaction required)

\$ _____ (amount) Account Number: _____ - _____ - _____ - _____ Exp. Date ____ / ____

Authorization Signature _____ Date _____

*Authorizing Credit Card Charge

Charity Selection (Maximum selection 10 charity selections)

Direct my contribution to: *See SECC website for charity choices*

SECC Code _____ Charity _____ Total annual amount _____

SECC Code _____ Charity _____ Total annual amount _____

SECC Code _____ Charity _____ Total annual amount _____

☐ Undesignated ****SECC highly encourages a charity designation, if undesignated SECC Executive Committee will select the 1-2 beneficiaries at campaigns end**

☐ I am interested in being contacted to learn more about volunteer opportunities at my selected charity/charities.

By signing this form, I attest that the above payroll cash, check, or credit card donation was made by me for the stated charities.

Signature of Donor _____ Date _____ Phone _____

No goods and/or services were provided in connection with this donation.

State Employees Charitable Campaign



State Employees Charitable Campaign Employee **Cash/Check/Money Order** Pledge Card(s) Transmittal

(Please print clearly)

SECC Steering Committee Contact	SECC Ambassador Contact	ADOA SECC Office
Name	Name	Khala Stanfield
Agency	Agency	Dept. of Administration
Address	Address	100 N. 15 th Ave Suite 402
		Phoenix, AZ 85007
Phone	Phone	602-542-7770
Date	Date	Date

Number of Pledge Cards Enclosed: _____

Amount enclosed: _____

☐ **Bank Deposit Slip enclosed**

Do **NOT** send cash or checks – Make deposit and attach original receipt to this form.
Send documentation to the SECC Office.

Do **NOT** enclose more than 50 pledge cards per envelope



State Employees Charitable Campaign Employee **Payroll Deduction** Pledge Card(s) Transmittal

(Please print clearly)

SECC Steering Committee Contact	SECC Ambassador Contact	ADOA SECC Office
Name	Name	Khala Stanfield
Agency	Agency	Dept. of Administration
Address	Address	100 N. 15th Ave Suite 402
		Phoenix, AZ 85007
Phone	Phone	602-542-7770
Date	Date	Date

Number of Pledge Cards Enclosed: _____

Do **NOT** enclose more than 50 pledge cards per envelope

Send documentation to the SECC Office.

Cash/Check Handling Procedures & Special Event Procedures

Khala Stanfield

Cash & Check Handling Procedures

RESPONSIBILITY

- The individual(s) charged with handling cash and donations are personally responsible and liable
- Written procedures on all cashiering and cash control policies should be maintained by each agency
- Cash must be properly safeguarded (safe, locked desk, locked file cabinet) and recorded.
- All safe combinations and keys should be restricted to only a number of essential employees

Cash & Check Handling Procedures

CASH/CHECK DEPOSITS

- Daily deposits are encouraged
- Accounted for by at least two employees
- All checks received must be restrictively endorsed within one week & must be restrictively endorsed “For Deposit Only, SECC”
- Personal checks must not be cashed or used as an IOU to replace cash
- Deposits must be made into our Chase Bank account or dropped off at the SECC office. (Contact SECC office for bank information)
- If daily deposits can’t be done, we suggest:
 - Agencies fewer than 1,000 employees:
 - Shall deposit receipts of \$500.00 or more daily or when the deposit amount reaches \$500.00 a deposit shall be made that day
 - Agencies more than 1,000 employees:
 - Shall deposit receipts of \$1,000.00 or more daily or when the deposit amount reaches \$1,000.00 a deposit shall be made that day

Cash & Check Handling Procedures

DONATIONS OF GOODS AND/OR SERVICES

- You are responsible to keep all donated items safeguarded and locked
- Keep a record of the donation (vendor who donated, its purpose, how it was used, value of donation)
- At end of campaign, send final list to SECC office
- Keep SECC office informed throughout the campaign of vendors who donate so they can be listed on website

Credit Card & Sensitive Information Procedures

Addition of Manual Credit Card Donation

- BE CAUTIOUS WITH PLEDGE CARDS!
- Develop a pledge card storage system
 - Use the same safe or storage system as cash/check
- Maintain adequate record of pledge cards received and pledge cards turned into SECC
- Ensure no pledge card with sensitive data is left out for open viewing at ANY TIME!

State Employees Charitable Campaign Pledge Card

Name	Employee Identification Number	Home Zip Code
State Agency	Email	

PAYROLL DEDUCTION CONTRIBUTION:

I choose payroll deduction (26 pay periods) of the following amount per pay period.

- ☐ \$ 25.00 ☐ \$ 20.00 ☐ \$ 15.00 ☐ \$ _____ - other payroll deduction amount ☐ \$38.47 – Leadership Giver
☐ \$10.00 ☐ \$5.00 ☐ \$2.00 ☐ \$ _____ - Super Giver (equals one hour of pay per pay period)

CASH or CHECK CONTRIBUTION:

I choose to make my onetime gift by: ☐ Check \$ _____ (amount) Check # _____
☐ Cash \$ _____ (amount)

*Any gift under \$1 per pay period must be given as a onetime cash or check donation

CREDIT CARD CONTRIBUTION:

I choose to make my onetime gift by: ☐ Visa ☐ MasterCard ☐ Discover ☐ Amex (\$25 minimum transaction required)

\$ _____ (amount) Account Number: _____ - _____ - _____ - _____ Exp. Date ____ / ____

Authorization Signature _____

Date _____

*Authorizing Credit Card Charge

Charity Selection (Maximum selection 10 charity selections)

Direct my contribution to: See SECC website for charity choices

SECC Code _____ Charity _____ Total annual amount _____

SECC Code _____ Charity _____ Total annual amount _____

SECC Code _____ Charity _____ Total annual amount _____

☐ Undesignated **SECC highly encourages a charity designation, if undesignated SECC Executive Committee will select the 1-2 beneficiaries at campaigns end

☐ I am interested in being contacted to learn more about volunteer opportunities at my selected charity/charities.

By signing this form, I attest that the above payroll cash, check, or credit card donation was made by me for the stated charities.

Signature of Donor _____ Date _____ Phone _____

No goods and/or services were provided in connection with this donation.

State Employees
Charitable Campaign

Special Events Procedures

Special Events Dollars

- SECC funds may not be withdrawn from either the budget or pledges to reimburse setup costs
- Reimbursements should be made prior to the funds being deposited into the SECC account at Chase Bank (Contact SECC office for account information)
- Receipts need only be issued to individuals who ask for them

Special Events Procedures

****All special events must be approved by the SECC office if requiring the use of the fiscal agent 501c3 number****

Event posters, flyers, emails or other written event notifications shall contain one of the following statements:

- Funds raised for no specific charity, the statement shall read: “All net proceeds benefit the SECC”
- Funds raised for a specific SECC approved charity, the statement shall read: “All net proceeds benefit (enter the name of the charity)”
- Upon approval of the event, all written SECC event notifications shall also contain the following statement: “The SECC Campaign is conducted in partnership with its fiscal agent, the Valley of the Sun United Way, 501(c)(3), 86-0104419”
- Upon completion of the event money shall be deposited in the SECC account at Chase Bank
- Special event documentation should be sent to the SECC office. It should be accompanied by the Chase Bank deposit receipt and the Special Event template form



State Employees Charitable Campaign Special Event Deposit Form

(Please print clearly)

SECC Steering Committee Contact	SECC Ambassador Contact	ADOA SECC Office
Name	Name	Khala Stanfield
Agency	Agency	Dept. of Administration
Address	Address	100 N. 15th Ave Suite 402
		Phoenix, AZ 85007
Phone	Phone	602-542-7770
Date	Date	Date

CHARITY CHOICE

Direct my contribution to: See SECC link <https://secc.az.gov/participating-charities> for charity choices.

SECC Code _____ Charity _____ Total annual amount _____

SECC Code _____ Charity _____ Total annual amount _____

SECC Code _____ Charity _____ Total annual amount _____

Description of Event and Date: _____

Amount enclosed: _____

☐ Bank Deposit Slip enclosed

Do **NOT** send cash or checks – Make deposit and attach original receipt to this form.
Send documentation to the SECC Office.

My SECC Resources

<https://secc.az.gov/ambassadors-corner/materials>

<https://secc.az.gov/ambassadors-corner/posters>

<https://secc.az.gov/ambassadors-corner/templates>

TIME SPEED DATE!



3 minutes per date

Partner 1: Potential Problem

Partner 2: Potential Solution

SWITCH ROLES 1.5 minutes each

Best Practices?

2014 Campaign Incentive Program

Khala Stanfield

SECC, Executive Director

Cher Mikkelsen

**Arizona State Credit Union, Regional
Sales Manager**

Arizona State Credit Union's Support 20K Donation

Inter-agency contest	\$3,500.00	Will be used to boost fundraising within agencies
Raffles	\$1,000.00	Raffles during trainings, kick offs
Kickoff Events	\$3,000.00	Hosted by SECC to launch campaign
Special Event Grants	\$2,000.00	Agencies apply for "start up" money for their special events
Weekly Prizes	\$2,000.00	Come up with a program where employees win prizes during campaign
End of Campaign Prizes	\$5,000.00	10 \$500 award (\$250 to keep & \$250 to donate)
SECC ASK/Informational Meetings	\$2,000.00	Agency requests money to host an SECC Informational meeting (i.e. donuts)
Marketing Materials	\$1,500.00	Purchase SECC branded items to hand out
TOTAL	\$20,000.00	

Prize Squad Give Away

Presented by: Arizona State Credit Union

- Ten (10) lucky state employee winners will receive HUGE \$500 check from the Prize Squad.
- The winner takes home \$250 and staying true to the SECC mission, donates the other \$250 to an SECC charity of their choosing.
- **Prize Eligibility rules are:**
 - \$2 - \$4.99 per pay period or \$52 - \$129.99 annually = 1 entry.
 - \$5 - \$9.99 per pay period or \$130 - \$259.99 annually = 2 entries.
 - \$10 or more per pay period or \$260 - \$999.99 annually = 3 entries.
 - \$1000 or more annually or 1 hour of pay per pay period = 4 entries (supergivers & leadership givers).
- To be eligible for this giveaway, online pledges must be submitted online or paper pledges must be received in the SECC office no later than November 28th, 2014.
- The ten winners will be drawn by an audited selection process via a random number generator on or about December 8th, 2014.
- The winner must be a State of Arizona employee or retiree at the time of the drawing.



Weekly Prize Give Away

Presented by: Arizona State Credit Union

- Prizes awarded each of the first 5 weeks of the campaign
- Eligible employees must donate \$52 or more and submit their pledge either online or through the paper pledge form to the SECC office by close of business on Friday of each week.

The weekly prizes will be as follows:

- Week 1 - iPad Mini Retina Display 16GB
- Week 2 - Vacation Package (Value up to \$400)
- Week 3 - GoPro Hero 3 White Edition
 - Samsung WB350F Digital Camera
- Week 4 – Night out Package (Value up to \$400)
- Week 5 - Acer C720 Chromebook
 - U.S. Airways \$250 gift certificate (Donated by Valley of the Sun United Way)



Prizes are subject to change based on availability. The winners will be drawn by an audited selection process via a random number generator. The winners must be a State of Arizona employee or retiree at the time of the drawing.

New Funds Request Forms

Presented by: Arizona State Credit Union

- Ambassadors can request funds for ASK Meetings & Special Events
- Funds can be requested for up to \$50
- SECC office will review each request within 48 hours
- Funds will be given in the form of a gift card.
- Ambassadors will be required to send backup documentation and receipts on money spent to the SECC office
- Visit www.secc.az.gov/fundforms



SECC CAMPAIGN CALENDAR

September - Training, Preparation for campaign season, Schedule donor meetings, Schedule special events

October 14th - Campaign Launch & Kick-off Event

October 17th - Week One Prize Drawing: Apple iPad Mini

October 24th - Week Two Prize Drawing: Vacation Package

October 31st - Week Three Prize Drawing: GoPro Hero & Samsung Digital Camera

November 7th - Week Four Prize Drawing: Night-out Package

November 14th - Week Five Prize Drawing: Acer Chrome Book and US Airways \$250 Gift Certificate

November 28th - Remaining Pledge Cards Due

November 28th - Campaign Pledge Drive Ends

December 8th - \$500 Prize Winners Drawn

December 31st - Remaining Special Event Forms Due

January – February Prize Squad Delivers Prizes

Jersey Raffle

Canned Food Raffle

THANK YOU!

THANK YOU!

THANK YOU!